

## 4.2 Coping With Technological Change



# New Technology = New Stresses for the Individual

Negative Effects



**Lead to**

# New Technology = New Stresses for the Individual

## Negative Effects



These are terms people used to find your blog.

### Today

None

### Yesterday

Search	Views
jawa report wikipedia aljazeera	1
muslim day parade 2007 bloomberg	1
which web sites are in sonicwall hate sp	1
wordpress widgets blog feed	1
blackberry text messages longer than 140	1
twitter 101 site:1389blog.com	1
tech savvy	1
al qaeda web sites directory	1
ping a blog from cmd	1
how to make remote pipe bombs	1



# New Technology = New Stresses for the Individual

## Keeping Up

- Societal change is occurring at such a staggering rate (largely driven by new tech) that the fundamental values of society are being blurred.



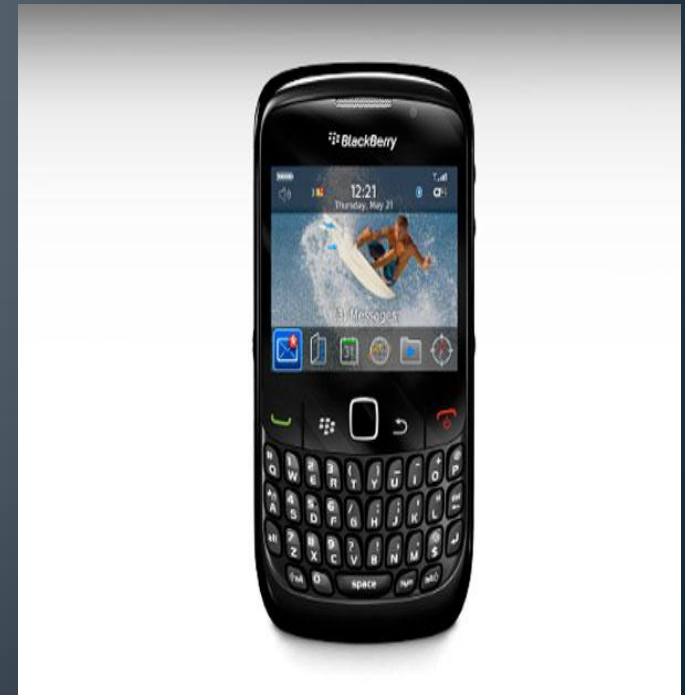
# New Technology = New Stresses for the Individual

Keeping Up



# New Technology = New Stresses for the Individual

Keeping Up



# New Technology = New Stresses for the Individual

## Overdependence

- We tend to rely so much on machines that when they don't do what we want them to do, we experience tremendous anxiety.
- **Technosis**

# New Technology = New Stresses for the Individual

## Overdependence

- Addictive use of the internet directly leads to:



**Isolation**

Well dang



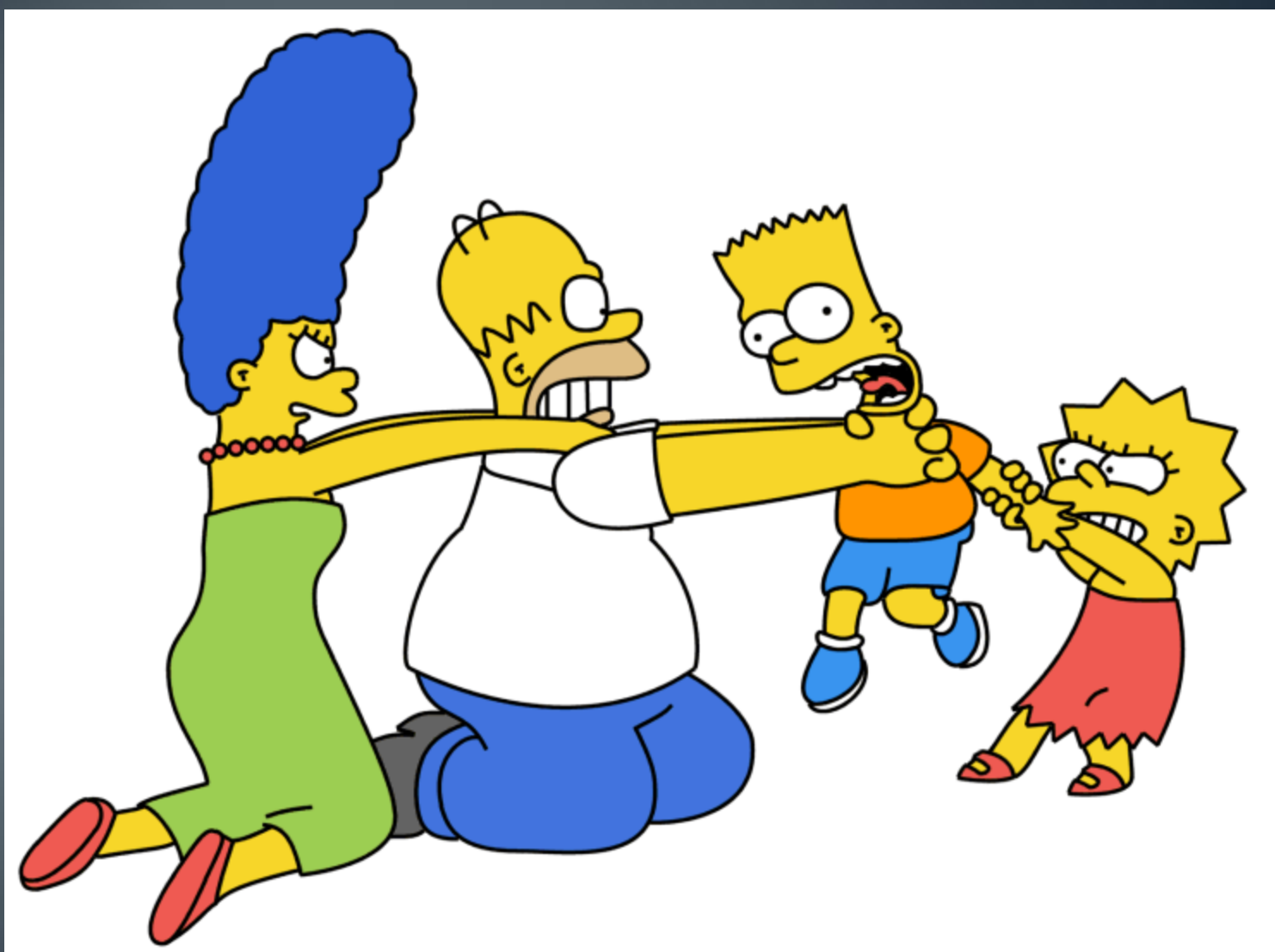
# New Technology = New Stresses for the Individual

- Overdependence



**DEPRESSION**

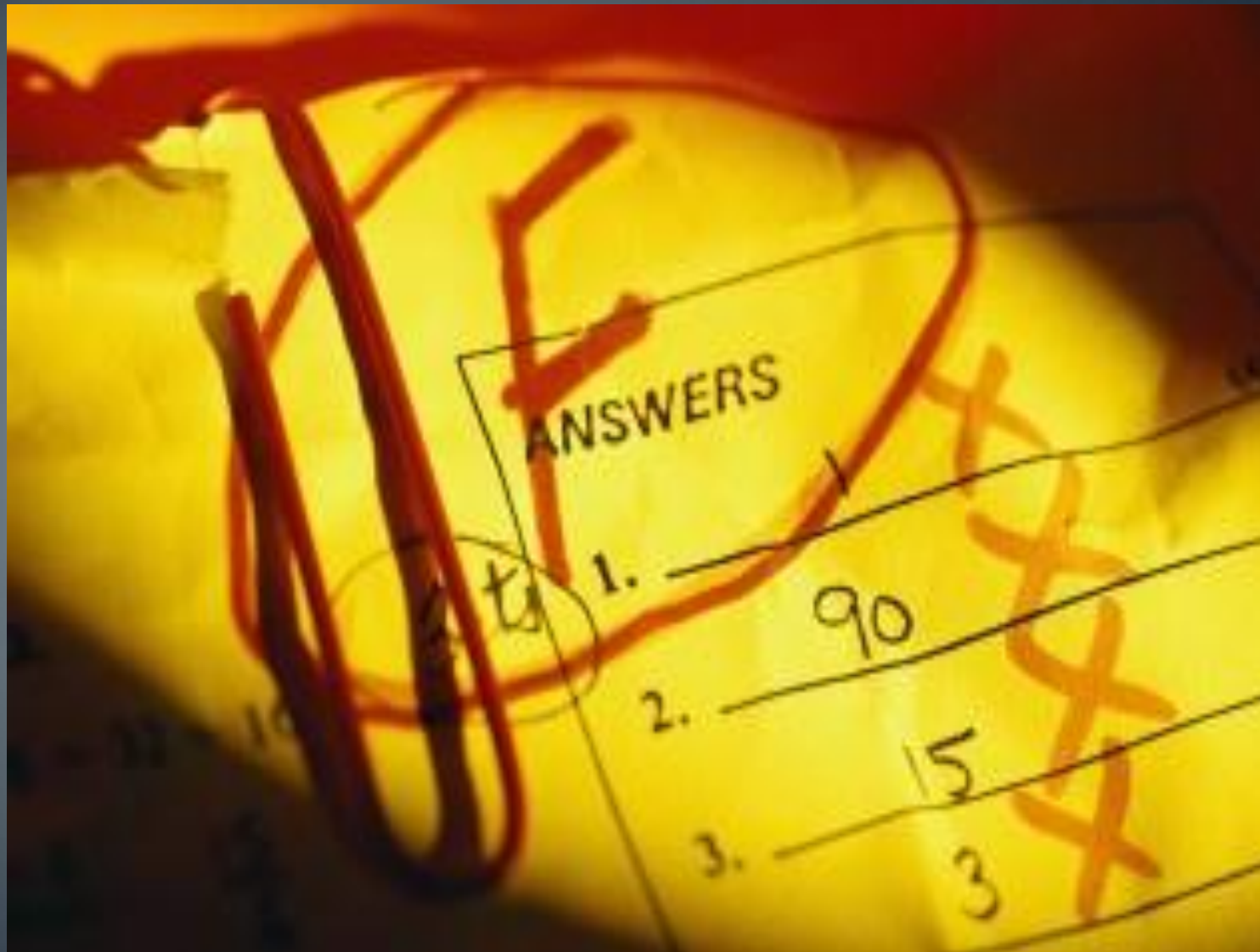
REMEMBERING WHEN YOU WERE ATTRACTIVE AND POPULAR





# DIVORCE CAKE

Because she wants half!







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dreamstime.com



# Learning to Cope With Technological Change

- Theory of Cultural Lag

## Cultural Lag Theory

Theorist: William Ogburn

### Process #1: Invention

- combining elements and materials to form new ones
- can be material inventions (e.g., the computer) or social inventions (e.g., capitalism)

### Process #2: Discovery

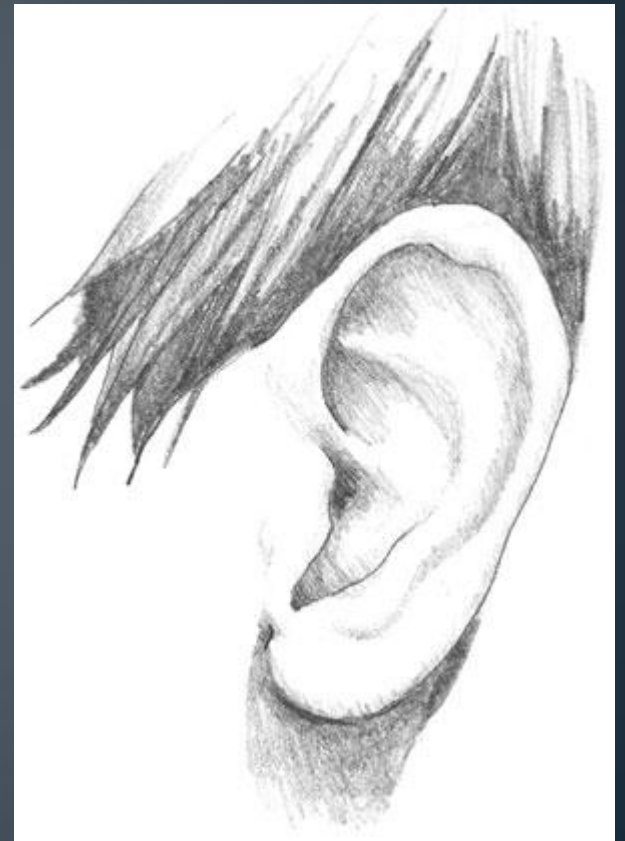
- discovering a new way of viewing reality
- the combination of the discovery and the right timing initiate social change

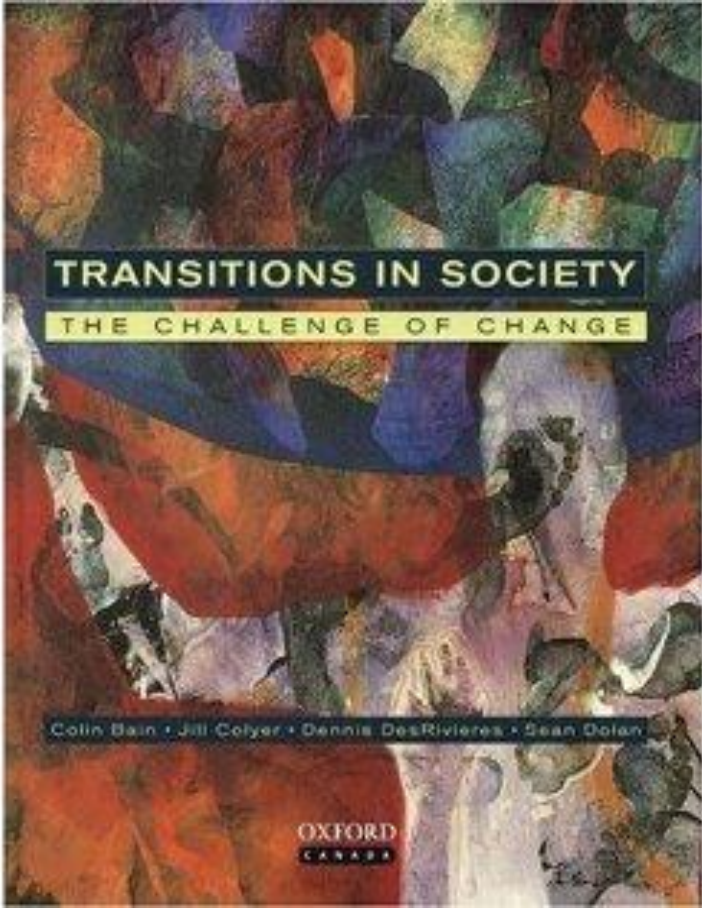
### Process #3: Diffusion

- the spread of a discovery from one area to another
- this is accompanied by acceptance of the discovery by different societies

- Luddite
- Recognizing the process (McLuhan)  
Human desire







# TRANSITIONS IN SOCIETY

THE CHALLENGE OF CHANGE

Colin Bain • Jill Colyer • Dennis DesRivieres • Sean Dolan

OXFORD  
CANADA



# Evaluating Impacts of Technology on our Lives